

ABSTRACT

Attractions Sangiran Museum has significant potential to be developed as a unique tourist potential, which is the only largest fossil museum in Central Java. Some of the factors that influence the number of visits to the museum Sangiran include travel expenses, facilities, age, time, average income per month, the distance and the historical value of Sangiran Museum. This study aims to determine the effect of the variable cost of a trip to the attractions, individual income variable, the variable time, variable distance, age, variable facilities, and historical value of the variable to the number of visits Sangiran Museum attraction Sangiran Museum and determine the economic value Museum Sangiran as historical attractions. Sangiran Museum chosen because of high tourism potential but are not supported with easy access to the attractions when attraction has the potential historical value.

The sampling method in this study using quota sampling and accidental sampling. This study took a sample of 100 respondents are tourists who are visiting attraction Sangiran Museum. Analysis tools used in this research is ordinal regression logit model with the number of visits as the dependent variable and seven other variables as independent variables. The distance variable and age, negatively affect the number of visits attractions while the variable cost of travel, individual income, facilities, leisure, and historical value Sangiran Museum shows a positive influence on the number of requests attractions. Significant variable is the variable cost of travel, income, free time, facilities, and, the value of historical attractions. While the distance variable, and age did not affect the number of visits were significant attraction Sangiran Museum.

Keywords : Sragen, travel cost, consumer surplus, economic value, attraction of Sangiran Museum